

Medicaid
Quit Line Data Summary
July 1 - September 30, 2003

	Medicaid	State
Number of Calls to Quit Line	N = 713	N = 2,935
Percent of Statewide Calls	40.2%	100.0%
Percent of State Population in County¹	NA	100.0%
	Medicaid %	State %
Gender	N = 710	N = 2,565
Female	70.4%	63.8%
Male	29.6%	36.2%
Race/Ethnicity	N = 659	N = 2,185
People of Color	14.6%	13.0%
White	85.4%	87.0%
Age	N = 712	N = 2,379
Less than 18 years old	0.6%	1.7%
18 - 24 years old	10.0%	15.7%
25 - 34 years old	22.5%	23.3%
35 - 44 years old	30.8%	26.0%
45 years and older	36.2%	33.2%
Education	N = 692	N = 2,267
Did not graduate high school	25.7%	19.5%
High school graduate	35.7%	33.3%
Some college/vocational school	30.9%	35.3%
College graduate	7.7%	11.9%
Caller Type	N = 713	N = 2,685
General Information	0.1%	10.5%
Health care provider	0.0%	3.2%
Tobacco user	99.9%	86.3%
Payer Type	N = 713	N = 1,774
Medicaid	100.0%	40.2%
Heard About	N = 636	N = 2,220
Past caller	20.1%	14.0%
Employer/worksites	0.0%	1.1%
Health care provider	33.3%	29.8%
Television	8.3%	13.7%
Outdoor advertisement (billboard/bus/wall)	1.3%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.2%	0.1%
Radio	0.6%	1.1%
Newspaper/Magazine	0.6%	0.5%
Brochure/Newsletter	4.9%	5.6%
Family or friend	25.6%	24.7%
Health Department	4.7%	4.1%
School	0.3%	0.6%